

USA Archery
October 2016 Board of Directors Meeting
Minutes

Saturday and Sunday, October 22-23, 2016
Indianapolis, IN

I. Welcome

Chair Rod Menzer opened the meeting at 12:57 a.m. ET on Saturday, October 22, 2016 and welcomed Board members. Earlier that morning Board members and staff toured the site selected for the 2017 National Target Championships/JOAD Nationals.

II. Roll Call

The following USA Archery Board members were present: Chair Rod Menzer, Mike Cullumber, Dee Falks, Nick Kale, Rob Kaufhold, Julio Mazzoli, Jennifer Rottenberg, John Stover and Skip Trafford.

USA Archery Staff: CEO Denise Parker, Cindy Clark, Mary Emmons, Sheri Rhodes

III. Minutes

Motion was made to accept the minutes of the August 29th Board Conference call as submitted. Motion was seconded and passed with all in favor.

IV. Financial Review

Finance Manager Cindy Clark reviewed USA Archery financial reports including the balance sheet and profit and loss compared to prior year through August 2016 and the profit and loss budget to actual expenses through August 2016. Ms. Clark noted that staff feels that they are tracking well with the budget with the exception of legal expenses. Variance notes for each of the reports were distributed to the Board members prior to the meeting for review. A report of YTD payments made to Board members was also previously distributed to the Board members for review. *Motion was made and seconded to accept the financials as presented. Motion passed with all in favor.*

V. CEO Review

- a) Dashboard-CEO Denise Parker reviewed the key metrics of the organization with the Board. CEO Parker noted: 1) USA Archery individual membership has grown by ten percent and Club membership increased by six percent; 2) USAT events maintained the same attendance as last year, while the Indoor and Outdoor U.S. National Target Championships and JOAD Nationals were up in attendance approximately fifteen percent each; and 3) USA Archery received an increase in web visitors this year with the assistance of the NBC Gold Map Site. Archery had the fourth highest registered number of hits among the sports listed on the web site. Board discussion followed regarding factors that may affect attendance at USAT events.
- b) US Center for SafeSport-CEO Parker announced that the US Center for SafeSport will be up and running at the beginning of 2017. This independent entity will oversee education programs for SafeSport and investigate and adjudicate claims of misconduct in sports that are managed by USOC-sanctioned National Governing Bodies. USA Archery's share of the funding will be \$15,600 for 2017.

- c) Sponsorships- CEO Parker informed the Board members that she is working to secure various sponsors, including a clothing sponsor, with the goal of securing \$50,000 by the end of the year.
- d) Chula Vista Easton Center- USA Archery is in the process of finalizing a lease agreement with the Chula Vista Easton Archery Center which houses the resident athletes and provides office space for the high performance staff.
- e) Staff positions-Open-position postings have been placed seeking a Marketing Director and Women's Head Coach.

VI. 2017 Budget-

CEO Parker presented a draft 2017 budget and brought related discussion items to the Board members for review. A chart comparing the direct revenue to the associated direct and indirect expenses by program (i.e., International Events, National Events, High Performance, Coach Development, Para, Membership and Administration) showed there are only a couple of programs that cover the organization's administrative costs. Budget development included a look at High Performance athlete funding to align with the strategic plan to enable athletes to stay in the sport longer. Board members reviewed athlete financial support levels, including Direct Athlete Support. CEO Parker also provided a history of event funding over the last few years. USA Archery has been losing money on events, especially when factoring indirect and administrative support costs. Further discussion was held about revenue raising options along with registration rate increases for tournaments. A proposed 2017 membership dues and rebates structure was also reviewed. ***Motion was made to increase the USAT tournament registration fees to \$175 and National Target Championships/ JOAD National registration fees to \$185 and to approve the proposed membership fee and rebate structure with the exception of keeping the recreational memberships at \$15 with a \$5 state association rebate and providing temporary membership to NFAA members at no cost. Motion was seconded, one member voted against, eight voted for; motion passed.*** The budget will be adjusted based upon the Board discussion and brought to the next conference call for approval.

VII. National Events-

United States Archery Team (USAT), JOAD Nationals (JN) and National Target Championships (NTC) Events Proposal-

- a) Event Eligibility Proposal- USA Archery has received feedback from the Athletes Advisory Council as well the Junior Olympic Archery Development Committee on eligibility guidelines for national events. Included in this proposal is that athletes affiliated with other World Archery member associations will be allowed to participate in a guest division for the qualification rounds only. ***Motion was made to accept the events proposal as presented. Motion was seconded and passed with all in favor.***
- b) JOAD Nationals Team Round Proposal- The JOAD Committee, in coordination with a special task force has reviewed the JOAD Nationals team round format and made recommendations for 2017. ***Motion was made to accept the proposal as submitted with the exception that the section describing the two person teams needs further clarification. Motion was seconded, two members voted against, seven voted for; motion passed.***
- c) Field of Play Access and Coach Credential Review- The coach credentials process has historically been difficult to enforce and has resulted in athletes having limited access to seating in the archers' tents. Therefore, USA Archery discussed alternative solutions

with the Athlete Advisory Council, the Officials and Rules Committee, the USAT Organizers and the JOAD Committee. Their suggestions are included in the proposal which provides a premium and coach credential seating area directly behind the archers seating area for non-participating athletes, coaches and general spectators. ***Motion was made to accept the field of play access proposal as written. Motion was seconded, one member voted against, 8 members voted for; motion passed.***

- d) Dress Code Revision Proposal-the proposed revision to the dress code adds language to the code that leggings (tight fitting yoga type stretch pant) may be worn with compliant shorts, skorts or skirts. ***Motion was made to accept the dress code proposal as written. Motion was seconded and passed with all in favor.***
- e) 2017 Preliminary NTC-JN Schedule-A preliminary schedule for NTC/JN was provided to the Board for review

Chair Rod Menzer adjourned the meeting for the day at 5:00pm ET.

VI. Day 2 Board Meeting Session

Chair Rod Menzer called the Board meeting to order at 7:30 am ET.

VII. National Events, Cont.

Removal of Divisions Proposal-CEO Parker led the Board members through a review of tournament participation by category. Discussion followed regarding combining divisions to achieve the minimum participation. The Board requested that staff bring the World Archery description of longbow to the next Board call. Board members felt that combining divisions would align more closely with World Archery. ***Motion was made to accept the policy as written, removing the traditional longbow divisions, along with recurve and compound (men and women) Masters 70+ divisions. Motion was seconded and passed with all in favor.***

VIII. Selection Procedures/Ranking-

Draft procedures for the National Ranking System, Para National Ranking System and selection procedures for compound and recurve USAT, World Cup, World Championships, World Games, Youth World Championships, 3D World Championships, World Indoor Championships, World Field Championships, World University Games, Para World Championships were provided to the Board for review and discussion. Final procedures will be brought to the next Board call for approval.

IX. Indoor Nationals Final-

CEO Parker presented a proposal for USA Archery to conduct a single location Indoor Nationals Final event and also keep the current regional events intact. The timeframe would most likely be at the end of March. Discussion followed regarding the possibility of qualification waivers. CEO Parker will look at ways to move this forward.

X. Executive Session-

Chair Rod Menzer moved the Board into Executive Session at 10:00 am ET to conduct a staff review and to review a SafeSport case. The Board was called back to order at 11:40 am, ET.

XII. Strategic Plan-

CEO Parker reviewed the drafted strategic plan with the Board. Tactical measures tied with the plan will be a topic for the next meeting.

XIII. Committees –

Board members reviewed the current committee list. The Board discussed the need to stagger the terms on some of the committees so as to avoid all committee members terming out at the same time. *Motion was made to approve Rodney Estrada and E.G. LeBre for the Collegiate Committee and Rodney Estrada and Andy Neville for the JOAD Committee. Motion was seconded, one member voted against, eight voted for; motion passed.*

XIV. Adjournment of Meeting-

Chair Rod Menzer adjourned the meeting at 2:00 pm ET.

Minutes were approved by the Board of Directors on December 13, 2016